7/18/84

VIRGINIA SLIMS HISPANIC PROJECT

Purpose: To examine the communication and relative appeal of five proposed Spanish headlines for Virginia Slims among different Hispanic groups.

Method: Personal interviews conducted and recorded in Spanish.

Sample: 100 female smokers of 6mgs.+ 100's brands Spanish fluency.

Five markets to represent the different Hispanic groups.

New York	San Antonio
Miami	Los Angeles
Chicago	

20 interviews per market

Brand Usage	Age
5 V.S. Smokers	As they fall
15 Other	2/3 Older - 1/3 Younger

QUESTION SEQUENCE:

Awareness of current V.S. advertising
Show five ads monadically (rotate)
Discuss each individually
- Communication
- Likes/Dislikes
- Anything confusing/hard to understand

Rank all five ads
Reasons for first and last choice
Demographics
- Country of origin

COSTS/TIMING: Recommend using Market Development Inc., a supplier with spanish expertise to handle project from questionnaire translation through report of findings.

Key advantage - consistent approach to data analysis and sensitivity to subtle differences in language interpretation.

Timing: field work to begin week of July 30
top-line - week of August 27
final report - week of September 3

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Source: https://www.industrydocuments.ucsf.edu/docs/nqxj0004